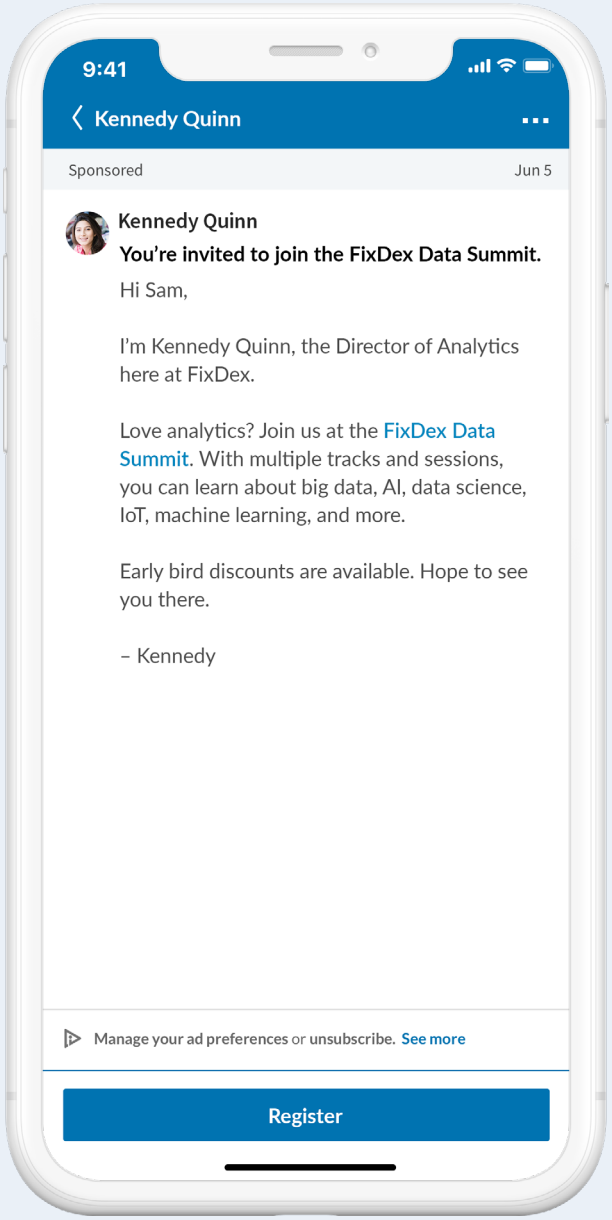
Message Ads

Send direct messages to your prospects to spark immediate action


9:41
Kennedy Quinn
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Jun 5
Kennedy Quinn
You're invited to join the FixDex Data Summit.
Hi Sam,
I'm Kennedy Quinn, the Director of Analytics here at FixDex.
Love analytics? Join us at the FixDex Data Summit. With multiple tracks and sessions, you can learn about big data, AI, data science, IoT, machine learning, and more.
Early bird discounts are available. Hope to see you there.
– Kennedy
Manage your ad preferences or unsubscribe. See more
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Why LinkedIn Message Ads

Deliver a targeted message with a single call-to-action button.

Communicate to your prospects without having to worry about character limits. You can also add a Lead Gen Form to your message to collect leads directly on LinkedIn.

Drive stronger engagement and response than traditional emails.

Messages are delivered in an uncluttered environment so that your brand stands out. More than 1 in 2 prospects open up a message ad.

Measure the impact of your messages.

See which roles at what companies are taking action on your message ad with demographic reporting. Track conversions from people who viewed and clicked on your message ad with LinkedIn Conversion Tracking.

Cap on delivery frequency ensures your message gets noticed.

100% share of voice (SOV) for 45 day period: To prevent fatigue, LinkedIn members only receive the same message ad once every 45 days.

What you need to get started:

Sender:
Set up the sender of your message using our permissioning process

Message subject:
Up to 60 characters, including spaces and punctuation

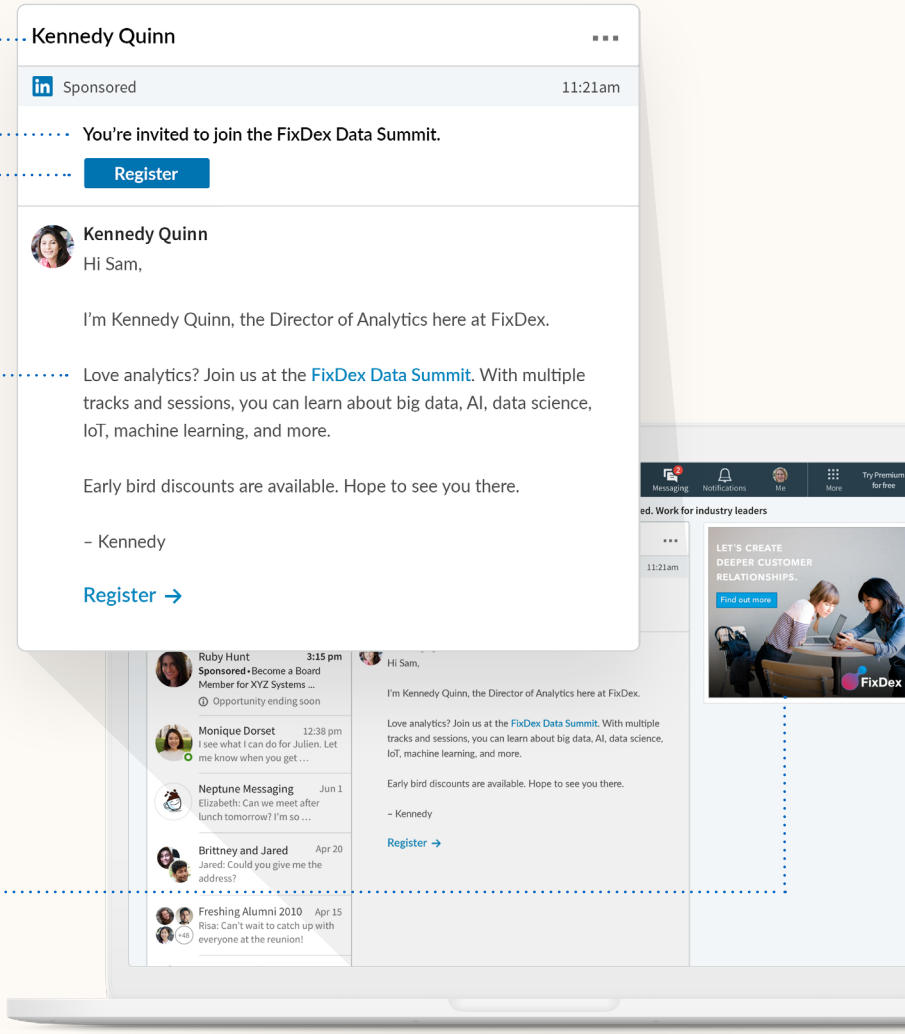
Single call-to-action (CTA) button copy:
Up to 20 characters, including spaces

Message text:
Up to 1,500 characters, including spaces and punctuation

Landing page URL in hyperlink or CTA:
Use "https://". No character restriction.

Custom terms & conditions:
Up to 2,500 characters, including spaces and punctuation

Banner creative:
JPG, PNG, GIF (non-animated), no flash. Size: 300 x 250px.
Max. file size: 40 KB.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11:21am
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LET'S CREATE DEEPER CUSTOMER RELATIONSHIPS.
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Pro tips

- To engage with a community of more than 660 million professionals, personalize your messages at scale by using LinkedIn profile data attributes like name and function. We offer macros such as first name, last name, and job title to help make your content more relevant to the prospect.
- Consider sending your message from an individual sender who has a title of Director+.
- Be concise, personal, and relevant. Use bullets rather than dense text.
- Increase touch points by pairing your message with LinkedIn's Sponsored Content for improved cost per conversion.
- Test with multiple variations to learn quickly.

Additional resources: Download the Message Ads Getting Starting Guide.